

ABSTRACT

An Internet-based system allows registered users of the system to enter sweepstakes contests for various prizes, said prizes being offered by prize presenters registered with the system. Upon entry of a particular sweepstakes, the sweepstakes player is re-directed to an advertisement based on the demographic information previously entered by the user. Advertisers registered with the system pay for these re-directions. Once a predetermined number of re-directions has occurred, creating a predictable amount of revenue generation, prize presenters are compensated for offering the various sweepstakes prizes.

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